

## CLAIMS

We claim:

1. A hair cosmetic composition comprising a fixative effective amount of xanthan gum.
2. The composition of claim 1, wherein the xanthan gum has been heat treated at a moisture content of less than about 25%, a temperature of at least about 60°C for at least about 30 minutes.
3. The composition of claim 2, wherein the temperature is at least 100°C.
4. The composition of claim 3, wherein the temperature is at least 105°C.
5. The composition of claim 2, wherein the moisture content is less than about 8%.
6. The composition of claim 3, wherein the moisture content is less than about 1%.
7. The composition of claim 2, wherein the heat treatment is for at least about one hour.
8. The composition of claim 3, wherein the heat treatment is for at least about 2.5 hours.
9. The composition of claim 2, wherein the heat treatment is at a moisture of less than about 1% and the temperature is at least about 105°C for at least about 2.5 hours.
10. The composition of claim 1, wherein the composition is selected from the group consisting of a spray, a mousse, a hair lotion, a cream, a pomade, and a gel.
11. The composition of claim 10, wherein the composition is a gel.
12. The composition of claim 13 characterized by a viscosity of at least about 8000 cps, a high humidity curl retention of at least about (80%) and a turbidity of no more than about 100 NTU.
13. The composition of claim 1, further comprising a second fixative polymer.

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14. The composition of claim 13 wherein the second fixative polymer is selected from the group comprising acrylates copolymer, octylacrylamide/acrylates/butylaminoethyl methacrylate copolymer, acrylates/octylacrylamide copolymer, VA/crotonates/vinyl Neodecanoate copolymer, poly(N-vinyl acetamide), poly(N-vinyl formamide), polyurethane, corn starch modified, sodium polystyrene sulfonate, polyquaternium-4, polyquaternium-10 and polurethane/acrylates copolymer.

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15. The composition of claim 2, wherein the composition is a gel.

16. The composition of claim 16 further comprising a second fixative polymer.

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17. The composition of claim 17 wherein the second fixative polymer is selected from the group comprising acrylates copolymer, octylacrylamide/acrylates/butylaminoethyl methacrylate copolymer, acrylates/octylacrylamide copolymer, VA/crotonates/vinyl Neodecanoate copolymer, poly(N-vinyl acetamide), poly(N-vinyl formamide), polyurethane, corn starch modified, sodium polystyrene sulfonate, polyquaternium-4, polyquaternium-10 and polyurethane/acrylates copolymer.

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18. A method of preparing the composition of claim 1, comprising dispersing the xanthan gum in water; and mixing in other hair cosmetic components.
19. A method of preparing the composition of claim 2, comprising dispersing the xanthan gum in water; and mixing in other hair cosmetic components.
20. A method of preparing the composition of claim 17 comprising dispersing the xanthan gum in water; and mixing in other hair cosmetic components.
21. A method of providing fixative properties to the hair comprising applying the composition of claim 1.
22. A method of providing curl retention under high humidity conditions comprising applying the composition of claim 1.

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